

Message Text

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ACTION EUR-12

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INFO SECSTATE WASHDC 0000
AMCONSUL GOTEBOG

UNCLAS STOCKHOLM 1176

E.O. 11652: N/A
TAGS: BEXP, SW
SUBJECT: SWEDEN'S FIRST SPRECHTAGE

1. SWEDEN'S FIRST "SPRECHTAGE", HELD MARCH 1 - 2 IN STOCKHOLM AND 3 - 4 IN GOTEBOG, WERE BY ALL MEASURES HIGHLY SUCCESSFUL. DURING THE FOUR DAYS OF MEETINGS, REPRESENTATIVES OF OVER 90 SWEDISH FIRMS MET WITH TRADE CENTER AND CONGEN OFFICERS AND FSL'S, TOGETHER WITH THE DIRECTORS OF 24 EUROPEAN OFFICES OF STATE TRADE DEVELOPMENT AGENCIES AND PORT AUTHORITIES.

2. IN DUE COURSE, THE EMBASSY WILL SUBMIT AN AIRGRAM OUTLINING IN DETAIL HOW THE "SPRECHTAGE" WERE PLANNED AND ADMINISTERED AS WELL AS SOME MEASURE OF THE RESULTS ACHIEVED FROM THE SESSIONS. IN BRIEF, HOWEVER, WE ESTIMATE THAT THE DISCUSSIONS HAVE RESULTED IN, OR WILL RESULT IN, TOTALS OF 68 TRADE OPPORTUNITIES, 23 LICENSING OFFERS OR REQUESTS, 5 COMMERCIAL INVITATIONS,. AND 7 PROBABLE REVERSE INVESTMENTS. WE ALSO PROCURED ONE BSP FOR THE TRADE CENTER.

3. IN ADDITION TO THE APPARENTLY FRUITFUL RESULTS IN SPECIFIC BUSINESS PROPOSALS, FOUR SPRECHTAGE, AND THE SUBSIDIARY RECEPTIONS AND LUNCHEONS WE SCHEDULED DURING THEM, PERMITTED US TO ESTABLISH A LARGE NUMBER
UNCLASSIFIED

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PAGE 02 STOCKH 01176 170642Z

OF NEW HIGH-LEVEL CONTACTS IN BUSINESS, GOVERNMENT, BANKING AND OTHER SECTORS. THESE NEW CONTACTS WERE PARTICULARLY IMPORTANT TO OFFICERS AT THE NEWLY REOPENED CONSULATE GENERAL IN GOTEBOG. IN STOCKHOLM, A SMALLER NUMBER OF THE SWEDISH CONTACTS WE HAD WERE NEW TO US, BUT WE ANTICIPATE THAT THE RAPPORT WE ESTABLISHED WITH THE DIRECTORS OF THE STATES'

TRADE DEVELOPMENT OFFICES WILL REDOUND TO THE
BENEFIT OF THE TRADE CENTER, PARTICULARLY IN
RECRUITMENT OF NEW EXHIBITORS AT STC EVENTS.

4. THE DIRECTORS' SATISFACTION WITH OUR SPRECHTAGE
SEEMS TO HAVE BEEN UNIVERSAL. THE FOLLOWING ARE
QUOTES TAKEN FROM LETTERS THE EMBASSY AND CONSULATE
GENERAL HAVE THUS FAR RECEIVED, AND WHICH REFLECT
COMMENTS THE DIRECTORS MADE TO THE AMBASSADOR, DCM
AND CONSUL GENERAL DURING THE FOUR DAYS. "HAVING
ATTENDED MANY SUCH GATHERINGS BEFORE IN SEVERAL
EUROPEAN COUNTRIES, I HAVE SEEN VARIOUS COLORS
ON THE PALETTE. THE STOCKHOLM AND GOTEBOG INFORMATION
DAYS WERE IN MY OPINION THE BEST ORGANIZED I HAVE
HITHERTO EXPERIENCED. FURTHERMORE, THE QUALITY OF THE
CORPORATIONS THAT ATTENDED WAS VERY SUPERIOR". WE
WERE "TREMENDOUSLY IMPRESSED BY THE PROGRAMS ARRANGED
IN BOTH CITIES. THE CALIBRE OF OUR VISITORS WAS
EXTREMELY HIGH". "THE ACTIVITY WAS IN MY OPINION A
TREMENDOUS SUCCESS AND I CANNOT THANK YOU ENOUGH FOR
ALL YOUR WORK AND ASSISTANCE." "I WOULD LIKE TO EXPRESS
OUR THANKS FOR THE SUPERB ORGANIZATIONAL WORK YOU
PERFORMED".

5. ALTHOUGH OUR FIRST EXPERIENCE WITH SPRECHTAGE
HAS SHOWN THAT A GOOD DEAL OF TIME AND EFFORT MUST
BE DEVOTED TO ARRANGING THEM, WE HAVE FOUND THE
TECHNIQUE USEFUL. WE SHALL BE LOOKING FOR
APPROPRIATE OPPORTUNITIES TO STAGE SIMILAR PROGRAMS
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PAGE 03 STOCKH 01176 170642Z

IN OTHER SWEDISH CITIES.
SMITH

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NNN

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